

## ORDER



**Orders**  
**Order / Rev:** 210829  
**Alt Order #:** 6859678  
**Product Desc:** MI-6  
**Estimate:** 3293  
**Flight Dates:** 09/29/12 - 10/15/12  
**Original Date / Rev:** 09/28/12 / 09/28/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** National Media  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Upton for All of Us  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P4  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN16589  
**Agency External ID:** IN302/SP102/SP1137/AL1713/MO2553

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	1	\$500.00	\$425.00
10/01/12	10/15/12	88	\$48,925.00	\$41,586.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	1	\$500.00	\$425.00	0.00
October 2012	88	\$48,925.00	\$41,586.25	0.00
<b>Totals</b>	<b>89</b>	<b>\$49,425.00</b>	<b>\$42,011.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/01/12	10/05/12	5am Daybreak 5am Daybreak	CM	5a-6am	MTWTF--	:30	4	\$150.00	P4	0.00	NM	4	\$600.00
NWS8-DYBRK E E															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MTWTF--			4		\$150.00		0.00				
E 2	WOOD	10/08/12	10/12/12	5am Daybreak 5am Daybreak	CM	5a-6am	MTWTF--	:30	4	\$150.00	P4	0.00	NM	4	\$600.00
NWS8-DYBRK E E															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--			4		\$150.00		0.00				
E 3	WOOD	10/15/12	10/15/12	5am Daybreak 5am Daybreak	CM	5a-6am	M-----	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
NWS8-DYBRK E E															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$150.00		0.00				
E 4	WOOD	10/01/12	10/05/12	6am Daybreak 6am Daybreak	CM	6-7a	MTWTF--	:30	4	\$400.00	P4	0.00	NM	4	\$1,600.00
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MTWTF--			4		\$400.00		0.00				
E 5	WOOD	10/08/12	10/12/12	6am Daybreak 6am Daybreak	CM	6-7a	MTWTF--	:30	4	\$400.00	P4	0.00	NM	4	\$1,600.00
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 Flight Dates: 09/29/12 - 10/15/12

Advertiser: POL/Upton for All of Us  
 Product Desc: MI-6  
 Estimate: 3293

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WOOD	10/08/12	10/12/12	6am Daybreak 6am Daybreak	CM	6-7a	MTWTF--	:30	4	\$400.00	P4	0.00	NM	4	\$1,600.00
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTWTF--	4		\$400.00		0.00						
E 6	WOOD	10/15/12	10/15/12	6am Daybreak 6am Daybreak	CM	6-7a	M-----	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$400.00		0.00						
E 7	WOOD	10/01/12	10/05/12	Today Show M-F Today Show	CM	658-9a	MTWTF--	:30	4	\$650.00	P4	0.00	NM	4	\$2,600.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	4		\$650.00		0.00						
E 8	WOOD	10/08/12	10/12/12	Today Show M-F Today Show	CM	658-9a	MTWTF--	:30	4	\$650.00	P4	0.00	NM	4	\$2,600.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTWTF--	4		\$650.00		0.00						
E 9	WOOD	10/15/12	10/15/12	Today Show M-F Today Show	CM	658-9a	M-----	:30	1	\$650.00	P4	0.00	NM	1	\$650.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$650.00		0.00						
E 10	WOOD	10/01/12	10/05/12	Noon News News 8 @ Noon	CM	12-1p	MTWTF--	:30	4	\$225.00	P4	0.00	NM	4	\$900.00
NEWS 8 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	4		\$225.00		0.00						
E 11	WOOD	10/08/12	10/12/12	Noon News News 8 @ Noon	CM	12-1p	MTWTF--	:30	4	\$225.00	P4	0.00	NM	4	\$900.00
NEWS 8 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTWTF--	4		\$225.00		0.00						
E 12	WOOD	10/15/12	10/15/12	Noon News News 8 @ Noon	CM	12-1p	M-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
NEWS 8 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$225.00		0.00						
E 13	WOOD	10/01/12	10/05/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	MTWTF--	:30	3	\$675.00	P4	0.00	NM	3	\$2,025.00
NEWS8 AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	3		\$675.00		0.00						
E 14	WOOD	10/08/12	10/12/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	MTWTF--	:30	3	\$675.00	P4	0.00	NM	3	\$2,025.00
NEWS8 AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTWTF--	3		\$675.00		0.00						
E 15	WOOD	10/15/12	10/15/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	M-----	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
NEWS8 AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$675.00		0.00						
E 16	WOOD	10/01/12	10/05/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	MTWTF--	:30	4	\$1,125.00	P4	0.00	NM	4	\$4,500.00
NEWS 8 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	4		\$1,125.00		0.00						
E 17	WOOD	10/08/12	10/12/12		CM	6-630p	MTWTF--	:30	4	\$1,125.00	P4	0.00	NM	4	\$4,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6p News M-F News 8 @6p															
NEWS 8 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTF--					4	\$1,125.00		0.00			
E 18	WOOD	10/15/12	10/15/12	M-F 6p News M-F News 8 @6p	CM	6-630p	M-----	:30	1	\$1,125.00	P4	0.00	NM	1	\$1,125.00
NEWS 8 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----					1	\$1,125.00		0.00			
E 19	WOOD	10/01/12	10/05/12	M-F 7-730p Inside Edition	CM	7-730p	MTWTF--	:30	4	\$450.00	P4	0.00	NM	4	\$1,800.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	MTWTF--					4	\$450.00		0.00			
E 20	WOOD	10/08/12	10/12/12	M-F 7-730p Inside Edition	CM	7-730p	MTWTF--	:30	4	\$450.00	P4	0.00	NM	4	\$1,800.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTF--					4	\$450.00		0.00			
E 21	WOOD	10/15/12	10/15/12	M-F 7-730p Inside Edition	CM	7-730p	M-----	:30	1	\$450.00	P4	0.00	NM	1	\$450.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----					1	\$450.00		0.00			
E 22	WOOD	10/05/12	10/12/12	Fri Hour 1 Friday 8-9p	CM	8-9p	----F--	:30	1	\$750.00	P4	0.00	NM	2	\$1,500.00
WHITNEY/COMMUNITY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	----F--					1	\$750.00		0.00			
Week: 10/08/12		10/08/12	10/14/12	----F--					1	\$750.00		0.00			
E 23	WOOD	10/14/12	10/14/12	FB Night in Amer Pre Ga Football Night in America	CM	7-8p (7:00 PM-8:00 PM)	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
NFL: GB@HOU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-----S					1	\$500.00		0.00			
E 24	WOOD	09/30/12	09/30/12	FB Night in Amer Pre Ga Football Night in America	CM	7-8p (7:00 PM-8:00 PM)	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
NFL: NYG@PHI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-----S					1	\$500.00		0.00			
E 25	WOOD	10/07/12	10/07/12	FB Night in Amer Pre Ga Football Night in America	CM	7-8p (7:00 PM-8:00 PM)	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
NFL: SD@NO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S					1	\$500.00		0.00			
E 26	WOOD	10/01/12	10/05/12	LN M-F M-F News 8 @ 11	CM	11-1135p	MTWTF--	:30	5	\$900.00	P4	0.00	NM	5	\$4,500.00
NEWS 8 AT 11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	MTWTF--					5	\$900.00		0.00			
E 27	WOOD	10/08/12	10/12/12	LN M-F M-F News 8 @ 11	CM	11-1135p	MTWTF--	:30	5	\$900.00	P4	0.00	NM	5	\$4,500.00
NEWS 8 AT 11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTF--					5	\$900.00		0.00			
E 28	WOOD	10/15/12	10/15/12	LN M-F M-F News 8 @ 11	CM	11-1135p	M-----	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
NEWS 8 AT 11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----					1	\$900.00		0.00			

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Advertiser: POL/Upton for All of Us  
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 29	WOOD	10/01/12	10/05/12	Tonight Show/Jay Leno CM Tonight Show w/ Leno		1135-1235a	MTWTF--	:30	5	\$300.00	P4	0.00 NM	5	\$1,500.00
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	MTWTF--	5		\$300.00		0.00					
E 30	WOOD	10/08/12	10/12/12	Tonight Show/Jay Leno CM Tonight Show w/ Leno		1135-1235a	MTWTF--	:30	5	\$300.00	P4	0.00 NM	5	\$1,500.00
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	MTWTF--	5		\$300.00		0.00					
E 31	WOOD	10/15/12	10/15/12	Tonight Show/Jay Leno CM Tonight Show w/ Leno		1135-1235a	M-----	:30	1	\$300.00	P4	0.00 NM	1	\$300.00
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----	1		\$300.00		0.00					
N 32	WOOD	10/07/12	10/07/12	NFL Football CM NFL Football		8-1130p (8:00 PM-11:30 PM)	-----S	:30	1	\$1,500.00	P4	0.00 NM	1	\$1,500.00
NFL: SD@NO														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-----S	1		\$1,500.00		0.00					
												Totals	89	\$49,425.00